

## "MADE IN CANADA" The 1917 Ford Touring Car \$495.00

F. O. B. FORD, ONT.

The average man can easily afford a Ford car. It is the most inexpensive car to drive.

20 to 25 miles on a gallon of gasoline is an every-day occurrence. 33 miles is frequently reported by Ford owners. Yearly repair expenses of less than one dollar are not unusual. The car is light in weight, and tires give more mileage on a Ford than on any other car.

You can buy a Ford for yourself and one for your wife for the price of one car at \$1000. You can run both Fords at about the same expense as for one larger, heavier car.

You can always sell a "used" Ford at a good price. You have to accept a big reduction for a "used" larger car.

Come in and see the new models.

**Liesemer & Kalbfleisch**

MILDMAY

ONTARIO



Giant Flowering Carnation

fragrant and the plants do well outdoors. Transplanted into pots in the early fall they bloom profusely from October till the end of May. Extra plants are easily propagated from them by cuttings, "pipings" or layering.

Send for our catalogue and learn of our other valuable premiums. 18

**Darch & Hunter Seed Co., Limited, LONDON CANADA**

At the Fairs and Exhibitions convention in Toronto, Mr. R. J. Bushell, manager of the Kingston Fair, during the discussion upon the president's report, made an illuminating statement, in saying that when he took over the management "his fair, board was spending \$70 in advertising and there was a deficit." "Last year," he said, "we spent \$600 in advertising and the business of the fair showed an increase of 400 per cent., and there was a surplus." Argument like that and proof like that need no auxiliary

comment in order to show that it pays to advertise.

Rev. Billy Sunday has been offered \$2000 per day by a circus, with addresses at every performance and special revival services on Sunday with admission fee or collection, proceeds to go to charity, or Billy, the sawdust trail to be featured in the billing, while the Sunday party is to be provided with the highest class limousine touring car as the circus is to travel by motor truck. Billy has refused the proposition.

## FREE!

Address a postcard to us now and receive by return mail a copy of our new illustrated Soap catalogue of Garden, Flower and Field Seeds, Root Seeds, Grains, Berries, Small Fruits, Garden Tools, etc.

SPECIAL - We will also send you free a packet (value 15c) of our choice

### Giant Flowering Carnation

## JUST ARRIVED AT Lambert's Flour and Feed Store

The Famous Milverton Flours—The Five Jewels, The Banner, and The Jewel. The Ayton Encore and Toronto Cream of the West. Bran, Middlings and Low Grade Flour.

Wheat, Ckd Corn, Scratch Feed Beef Scraps; Ground Bone, Oyster Shells, Grit, Alfalfa Meal, Pratt's Poultry Regulator and Animal Regulator, Dr. Hess' Panacea, Stock Tonic and Herbageum 25 lb Pails at \$2.00 and \$2.25.

Mixed Chop, Hog Meal, and ground Flax Seed, Caldwell's Noted Calf Meal, Pearlless Oat Flakes in 5, 20 and 90 lb sacks.

Standard Oatmeal, Wheatlets, and Graham Flour.

Pratt's Cow Remedy and Dr. Hess' Dip and Disinfectant.

CASH PAID FOR BUTTER AND EGGS.

## GEO. LAMBERT.

Mildmay

Ontario

## SELECT JEWELLERY

Diamond Rings, Cut Glass Necklaces, Silverware Brooches, Watches and Clocks

Fancy China and Glassware

WE INVITE YOUR INSPECTION.

C. Wendt

Jeweler

## TO INVESTORS

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT MAY PURCHASE AT PAR

## DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF \$500, OR ANY MULTIPLE THEREOF

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, at the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA  
OCTOBER 7th, 1916.

Nyal's Emulsion of Cod Liver Oil.

Nyal's White Pine and Tar Baby cough Syrup.

Nyal's Compound Syrup of Hypophosphites, Nyal's Worm Remedies, Nyal's Proxide of Hydrogen is back to to old price—25 cts.

**JOHN COATES**

Druggist, Mildmay.

## The New Series Chevrolet

The only car at its price in Canada fitted with Electric Starter and Electric Lights.

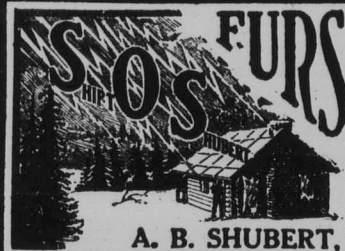
A car that has everything you could desire—a car that has supreme beauty and finish, roomy, and as comfortable as cars of high price. But above all think of its enormous powerful motor. Valve in head, which insures even combustion giving ample speed and sufficient power to take all hills on high gear. It has three speeds forward—slow, medium and high, and one reverse. It has the cantilever springs and new upholstery on seats and back. The Chevrolet has ample road clearance, which makes it the choice car for country roads in Canada. All features looked for on high priced cars are found on the Chevrolet. Think of its great improvements, quality, and marvelous construction.

The Chevrolet is the only car at its price in Canada fitted with all high price car equipments, therefore taking the lead of all other cars throughout the country. We sold eleven Chevrolet cars and have stood the test on the severest roads in history as well as any high priced car and better. The Chevrolet has many friends all over the country, and its enemies are the other concerns.

For inspection of our new car call at our foundry and we will demonstrate same to you, and for further information ask one who owns a Chevrolet.

Leave your order early in spring. We solicit your patronage

**HERRGOTT BROS.**



**A. B. SHUBERT, Inc.** 25-27 WEST AUSTIN AVE. Dept. C417, CHICAGO, U.S.A.

### Safety First

Nothing is more important to the Fur Shipper than doing business with an Honest—Reliable—Responsible—Safe Fur House.

### "Ship to Shubert"

the largest house in the World dealing exclusively in American Raw Furs, where you will always receive an Accurate and Liberal Assortment, the Highest Market Prices and the usual "Shubert" Efficient, Speedy, Courteous service.

Write for the latest edition of "The Shubert Shipper" containing valuable Market information you must have.

A call has gone out for increased production in 1917, and townspeople are urged to cultivate every acre of waste land. If everybody who can will do his bit in this way it will help keep down the cost of living and the exercise itself will add to the general health of those who employ their spare hours in cultivating a garden or in raising poultry or in any other way that produces food-stuffs. Look about you now and see if you cannot help others by helping yourself. Self-help is more blessed than self-denial.

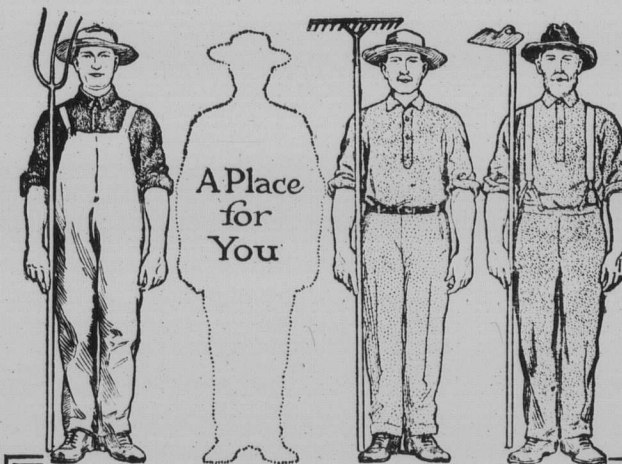
Mr. John Joynt, of Lucknow, who is interested in the wood ash business, interviewed the Minister of Customs at Ottawa last week with a view to having the embargo against the export of ashes removed. The grounds are that there is no adequate market for the product in Canada. The request will likely be granted either in the form of removing the embargo or licensing export.

### Amateur Road Builders.

Carelessness on the part of amateur road builders ran the township of Orillia in for a bill of damages. An Orillia autoist destroyed a tire by striking a boulder on a side of a roadway to which he was forced owing to the heaping of gravel on the centre. He sued to recover the cost of the new tire made necessary and Judge Wismer rendered judgment in his favor. A few lessons of this kind would probably have the very desirable result of making municipal road builders more careful and more considerate of those using the roads. Orillia township is by no means the only offender. Not many miles from Tara road construction has been carried on in the same unsatisfactory and dangerous way.

The Amalgamated Cannery, Limited, which own most of the canning factories in the province, have announced that they will pay 30 cents a bushel for tomatoes this year, a price the growers have been fighting for 12 years.

Political candidates may require to do the real thing in kissing the baby when the mother has the right to mark her ballot. Of course this has been looked upon as a joke in the past, but take it from us that, in many cases, a very different policy of approach will be necessary from yesteryear. We expect the enfranchisement of women will greatly improve the moral tone in the political arena and those seeking office will require to trim their sails carefully if they expect to receive the bestowal of the favor of womanhood.



## Recruits Wanted for Production

Just as surely as lack of food is strangling Germany day by day, so plenty of food is winning the victory for the allies. The French armies, for instance, were never better fed than now, for France cannot forget the awful lesson of 1870—the failure of her food supply. To this she attributed the loss of that war.

To feed the French soldiers around Verdun, more than 25,000,000 pounds of food a week were required. This gives a faint idea of the colossal task of feeding an army. Canada and Britain have a huge army of fighting heroes on the line; every man must have plenty of food, in spite of a world shortage. Upon Canada's food production all principally rely.

### The Farmers of Ontario Urgently Need Help

The Department of Agriculture appeals to men and boys to enlist in the farm help campaign. The Department appeals to men unfit for military service, or who find it impossible to enlist in the army. Do your "bit" by helping to increase production of foodstuffs. This is your hour of opportunity.

The farmers of Ontario need the help of retired farmers, of men following no occupation (retired), of business men who can spare a portion of their time. We appeal to all who can so arrange their ordinary affairs to plan to help some farmer friend, particularly in seed time and harvest.

Confer with your county District Representative of the Department of Agriculture, or write, "Farm Help Campaign," care Department of Agriculture, Toronto.

**Ontario Department of Agriculture**

W. H. Hearst, Minister of Agriculture

Parliament Buildings

Toronto

## PURITY FLOUR

MORE BREAD AND BETTER BREAD



We make it good—our customers have made it famous.